

Vermont's 14th Annual Women's Economic Opportunity Conference



Saturday, May 15, 2010

**Vermont Technical College
Randolph Center**



Presented by:

U.S. Senator Patrick Leahy

Keynote: Karen Mills, Administrator, U.S. Small Business Administration

Sponsored by:

**Central Vermont Community Action Council
SCORE**

**U.S. Department of Labor Women's Bureau
U.S. Small Business Administration
Vermont Agency of Human Services**

**Vermont Agency of Transportation/Federal Highway Administration
Vermont Commission on Women**

**Vermont Commission on Women Education and Research Foundation
Vermont Department of Labor**

**Vermont Office of Economic Opportunity
Vermont Procurement Technical Assistance Center
Vermont Small Business Development Center**

**Vermont Technical College
Vermont Women's Business Center**

**Vermont Works for Women
Women's Agricultural Network
YWCA Vermont**

WORKSHOPS

Session 1: 9:45- 11:15 AM

Strategies for Success in the Value-Added Marketplace – Presented by Mary Peabody: In this session we will explore the opportunities and challenges of starting a value-added agricultural business. From cheese to skin care products to baby food and salad dressings, many Vermont businesses have found success in the value-added marketplace. Get started and learn about resources that can help you.

***Does Your Website Measure Up? – Presented by Sarah Spencer:** How do you know if your website is effective? Sarah Spencer will offer different tools to measure visitor behavior other than just Google Analytics. A must-see workshop for those who already have a website or want to start off a website in the right direction.

***Managing Yourself in Workplace Conflict – Presented by Yvonne Byrd:** This workshop will direct your attention to what you can control in the workplace – your thoughts, emotions, and actions – and give you ideas for how to accomplish it. An empowering workshop that is relevant to every work environment!

Resumés That Work! – Presented by Markey Read: A powerful resumé gets you noticed. In this workshop you will learn how to transform your work history into an effective marketing message that will get you noticed. Join us as we cover formatting and content, all while demystifying the resumé process. Bring questions and challenges.

Learn To Retire Well – Presented by Margaret Ferguson and Joe Hicks: Never mind the “would've, could've, should've.” Take action today to plan for your financial future. Learn how to strategize for the life you want, and create a plan of action to reach your retirement goals.

Leadership Panel: Taking Your Place at the Table – Moderated by Mary Claire Carroll: Come hear a broad range of perspectives from women in leadership roles. Learn about the challenges and triumphs of taking your place at the table.

***Finding Balance – Presented by Julie Cubino:** What is work/life balance and how do you find it within the complex world we live in? Learn the basics for creating your own unique balance and developing your personal framework for success. You'll leave this seminar with new strategies and the inspiration you need to implement them!

***Making More Cent\$ Out of the Economy – Presented by Tricia Senzel:** There are a multitude of indicators and perspectives from which to evaluate the health of our economy and how we as individuals respond. In this workshop we will explore top economic indicators, how to evaluate progress, alternative economic models, and the story of money.

Birds and Bees – Presented by Jennifer Megyesi and Ileen McGurran: Nurture your interest in self-sustainability while lowering your environmental impact through learning the basics of beekeeping and raising chickens. This is a beginner's guide to working with chickens and bees, as well as local resources to support your efforts.

Session 2: 1:30-3:00 PM

Intro to Business Coaching – Presented by Liz Dallas: Business coaching is strategy for using personal/professional development to create better bottom line results in your business. Learn introductory business coaching skills with Liz as she shares 10 years of experience in coaching hundreds of leaders in business. She has many techniques, skills, and stories to share that are sure to help your business!

***Better Money Management! – Presented by Shirley Mason:** At the end of the month do you know where your paycheck has gone? Tighten up your personal finances with these budgeting and saving strategies. Also learn the importance of credit, how to obtain free credit reports, and information on identity theft & privacy.

Take Charge of Your Life: Creating Opportunities Through Self-Management – Presented by Agnieszka Perlinska: Identify your key personality ingredients and learn which ones you have the power to change, and which ones you can only manage. Acquire the tools to create new opportunities for yourself and a life that is more deliberate and fulfilling by taking charge of your life.

***Building an Affordable and Effective Marketing Plan for 2010 – Presented by Amy Mattinat:** Learn how to inexpensively market your business and get immediate results. Each participant will create a marketing plan for 2010 that they can take home and start to implement immediately.

Powerful Interviews! – Presented by Markey Read: Everyone is nervous in interviews – even the interviewer! Come join us for an interactive discussion and presentation on how you can deliver a clear message and stand out from the crowd in today's competitive job market.

***Care and Feeding of Your New Business – Presented by Laura Lind-Blum:** This workshop is an excellent way to learn practical steps for daily actions, ways to transform obstacles into opportunities, and ideas for nurturing yourself and your business as you make your way into the world.

Introduction to Online Resources – Presented by Sally Redpath: Feeling a little behind on the in's and out's of cyber space? This is an introductory workshop to using the internet for job search and occupational information.

***Next Steps in Testing the Feasibility of Your Business – Presented by Rebecca Kerin:** Do you have a business idea but you are not sure if it will work? Do you want to learn the next steps to develop your idea? This workshop will help you evaluate your business idea based on entrepreneurial skills and financial feasibility.

Gardening 101: Learn the basics of gardening and the different ways it can improve your life. Come see how gardening not only makes for a worthwhile hobby but is a great way to cut down on your grocery bills, eat healthy, and cultivate beauty in your life!

**Indicates workshops that build upon skills presented at the fall conference but are open to all participants interested in the given subject.*

For online registration,
please go to,
<http://leahy.senate.gov>
or <http://vtsbdc.org>

DIRECTIONS TO VERMONT TECH

I-89 to Exit 4, east on 66
to Randolph Center, VTC
entrance, then follow signs.

Agenda

- 8:30** Registration/Exhibits/Coffee (Located in the SHAPE facility)
- 9:00 - 9:30** Welcoming Remarks
Dr. Ty Handy, President, Vermont Technical College
Inspirational Leadership
Girl Scouts of the Green and White Mountains
- 9:45-11:15** Morning Workshops
- 11:30-12:15** U.S. Senator Patrick Leahy
Keynote Address: Karen Mills, Administrator, U.S. Small Business Administration
- 12:20-1:20** *Lunch, Networking, Face - to - Face Forum, and Informational Exhibits
- 1:30-3:00** Afternoon Workshops
- 3:15-3:30** Wrap Up and Raffle

**New! Face-to-Face Forum: An opportunity to spend time one-on-one with representatives of some of Vermont's business development resources.*

The Small Business Development Center and the Vermont Women's Business Center are partially funded by the U.S. Small Business Administration. SBA's funding is not an endorsement of any products, opinions, or services. All SBA funded programs are extended to the public on a non-discriminatory basis. Arrangements for persons with disabilities will be made at all times in accordance with the Americans with Disabilities Act of 1990 and associated amendments. Arrangements for persons with special needs will be made if requested two weeks in advance. Contact Senator Leahy's office at (802) 229-0569. Co-sponsorship #09-0150-102

Planning Committee Members

Office of U.S. Senator Patrick Leahy
Central Vermont Community Action Council
USDA/ Rural Development
U.S. Small Business Administration
Vermont Agency of Transportation
Vermont Department of Labor
Vermont Commission on Women
Vermont Small Business Development Center
Vermont Technical College
Vermont Women's Business Center

Keynote Speaker

Karen G. Mills, Administrator
U.S. Small Business Administration

Appointed by President Obama and confirmed unanimously by the U.S. Senate, Karen Mills was sworn in April 6, 2009, as the 23rd Administrator of the U.S. Small Business Administration. The SBA is the nation's largest single financial backer of small business, and Ms. Mills is a passionate advocate for small business policy that encourages innovation, economic development and job creation. She has spent much of her career working with small manufacturing firms and as a hands-on investor in and successful manager of small businesses. During the recession of the early 1990s, her management and commitment to innovation is credited with helping several small manufacturers increase efficiency and competitiveness, and ultimately survive in a tough economy. Most recently, Ms. Mills has taken a leading role in the discussion of regional economic development clusters – geographic concentrations of interconnected businesses that share knowledge and resources to spur innovation, economic growth, higher wage employment and increase global competitiveness. Ms. Mills has an A.B. in Economics from Harvard University, and an M.B.A. from Harvard Business School where she was a Baker Scholar.

For online registration , please go to:

<http://leahy.senate.gov> and <http://vtsbdc.org>

Directions to Vermont Technical College SHAPE Building

I-89, Exit 4, east on 66 to Randolph Center, VTC entrance, then follow signs to SHAPE facility.

**Registration
Deadline:
May 10, 2010**



Name _____

Organization _____

Address _____

Daytime Phone _____

E-mail _____

It's easy to register. Take your pick.

Fax: 1-802-728-3026

Online: <http://leahy.senate.gov> and www.vtsbdc.org
(click on training link)

Mail: SBDC, P.O. Box 188
Randolph Center, VT 05061
Attn: Heather Gonyaw

☐ Please check if you need special accommodations including a hearing interpreter. (need 1 month notice)

Free Child Care! Enroll your child when you register for the Conference. Limited spaces available. You must pre-register for this service. Child care services cannot be provided for those who are not enrolled.

Please Circle Your Workshop Choices, One Per Time-slot

Morning 9:45-11:15 AM	Afternoon 1:30-3:00 PM
Strategies for Success in the Value-Added Market Place	Intro to Business Coaching
Does Your Website Measure Up?	Better Money Management!
Managing Yourself in Workplace Conflict	Take Charge of Your Life: Creating Opportunities through Self-Management
Resumés That Work!	Building an Affordable and Effective Marketing Plan for 2010
Learn To Retire Well	Powerful Interviews
Leadership Panel: Taking Your Place at the Table	Care and Feeding of Your New Business
Finding Balance	Introduction to Online Resources
Making More Cent\$ Out of the Economy	Next Steps in Testing the Feasibility of Your Business
Birds and Bees	Gardening 101

For Statewide Rideshare/Carpool Information, Please Call Go Vermont 1-800-685-7433

Dear Friends,

With many hard-working Vermonters still struggling during these difficult economic times, it is essential that we provide workers and businesses across the state with the tools they need to ensure strong and sustained economic growth and job creation. For some that means developing a business plan. For others that means finding the working capital needed to grow a small business. And for others that means accessing new job skills and education needed to change careers.

Please join me and Marcelle on May 15, 2010, on the campus of Vermont Technical College in Randolph Center for the 14th Annual Women's Economic Opportunity Conference. Our last conference focused on the universality of women and their ability to view themselves in different professional and leadership capacities. This spring, we will offer new workshops to present a fresh perspective on issues facing working women and expand on the tools provided last year in order to help you get to the next level of your professional development or business planning.

Vermont's diverse economy creates the needed space for small businesses to express their creative genius, establish their roots, and thrive. It is with this sentiment that I am pleased to announce Ms. Karen Mills, Administrator for the U.S. Small Business Administration, as this year's keynote speaker. Recently nominated by President Obama and confirmed by the U.S. Senate, Ms. Mills will bring her vision and knowledge of small-business innovation and growth to Vermont. A fellow New Englander originally from Maine, Ms. Mills has a unique perspective of the importance of small businesses on a local, national and global scale, within rural and urban districts, and representing diverse industries.

The statistics provide a clear message that small businesses – particularly women-owned firms – are a major force in Vermont's economy. According to the Small Business Administration's 2009 report, 96 percent of Vermont's employers are small-business owners, and as a result, they account for 63 percent of the state's jobs. In addition, the number of women-owned firms is on the rise, and today over a quarter of our businesses are owned by women. These numbers are encouraging, but we still have work to do. Women play an integral role in a variety of industries throughout Vermont, ranging from retail and education services to construction firms and agriculture. It should continue to be a priority to broaden opportunities for leadership, training, and funding resources for Vermont's women.

Please join us. Marcelle and I look forward to seeing you at this year's Women's Economic Opportunity Conference on May 15.

Sincerely,



PATRICK LEAHY
United States Senator

United States Senate
WASHINGTON, D.C. 20510-4502
OFFICIAL BUSINESS

